

Targeted Teaching Topic



ENTREPRENEURSHIP..IT'S ABOUT DREAMS

The Entrepreneur Within

Michael Gerber, the author of *The E-Myth: Why Most Small Businesses Don't Work and What to Do About It*, believes that the crucial characteristic of an entrepreneur is the ability to dream. In a recent column found on AOL Small Business, Gerber offers that "An entrepreneur is not a person, but a personality, the personality living inside of each and every person on the face of the earth, the personality who dreams."

And, he believes that "The entrepreneur inside of you, of me, of your friends, of your relatives of every shape, size and dimension, no matter what they do for a living, no matter how bold or how shy, no matter where they live or what their education may or may not be, the entrepreneur in each and every human being is the dreamer who sees life as it could be, not as it is.

Allow Yourself to Dream

Every entrepreneur has heard comments from friends, relatives, co-workers, and business "experts" like:

- Are you crazy?
- Don't give up your day job!
- That will never work.
- You'll starve before it catches on.
- Do you know how many entrepreneurs fail each year?
- Where are you going to get the money?

But entrepreneurs, the dreamers in each of us, just don't listen to that negativity.

Exercising the Dreamer in You

Gerber offers up exercises to help awaken the inner entrepreneur. They aren't easy, but read on. Exercise 1 is to find a quiet place, away from all of life's interruptions, and empty your mind. Let your mind wander, allow your creative side to take hold, think bold thoughts and remember all those "crazy ideas" that you have never put into action.

Exercise 2 is to grab a blank piece of paper and allow whatever pops into your mind to make it onto the paper; doesn't matter what it is, it's just important to write it down. Repeat this for ten minutes every day is the advice of Mr. Gerber.

And, Exercise 3 is to buy a journal (you can find them in just about any school/office supply section) and take time at the end of each day to write down what you learned that day, the ideas that popped into your head, capturing the essence of your day. By writing it down you make those ideas more real, more solid. This just may be what entrepreneurship is about...the ability to take an idea or concept, and bring it to life. So, what are you waiting for...start dreaming, start writing, just DO IT!

